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(57) **ABSTRACT**

A content presentation system and method allowing content providers to regulate the presentation of content on a per-user-view basis. Content is distributed an associated license option on the number of individual consumers or viewers allowed to consume the content. Consumers are presented with a content selection and a choice of licenses allowing consumption of the content. The users consuming the content on a display device are monitored so that if the number of user-views licensed is exceeded, remedial action may be taken.

